

Message Text

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PAGE 01 STATE 036474

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DRAFTED BY: COM/BIC/OIM:TKBREWER

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

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JMAISTO, STATE ARA/LA/NC

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R 182238Z FEB 75

FM SECSTATE WASHDC

TO AMCONSUL MEDELLIN

INFO AMEMBASSY BOGOTA

UNCLAS STATE 036474

E.O. 11652: N/A

TAGS: BEXP CO

SUBJ: TEXTILE EQUIPMENT/LITERATURE DISPLAY

REF: MEDELLIN 0039

1. CONSULATE COMMENDED FOR INITIATIVE IN ORGANIZING REPRESENTATIVES AND AGENTS OF U.S. FIRMS IN PROPOSED EQUIPMENT/LITERATURE DISPLAY. AS CONSULATE RECOGNIZED, OIM GENERALLY DOES NOT FAVOR POST ORGANIZED CATALOG EXHIBITIONS. HOWEVER, THIS SELECTED COMPANY APPROACH, UTILIZING LOCAL AGENTS/DISTRIBUTORS AND DISPLAYING BOTH EQUIPMENT AND PRODUCT LITERATURE, IS ACCEPTABLE. WE ASSUME CONSULATE DOES NOT CONTEMPLATE BROAD MAILING TO U.S. INDUSTRY TO SOLICIT ADDITIONAL PRODUCT LITERATURE, AND THAT ONLY LIMITED NUMBER KEY COMPANIES WILL BE CONTACTED DIRECTLY.

2. WE ARE PROVIDING GRAYDON R. POWERS, JR., EXECUTIVE VICE PRESIDENT, AMERICAN TEXTILE MACHINERY ASSOCIATION, 1730 M STREET, N.W. WASHINGTON, D.C. 20036, TELEPHONE 202 296-1460, SUMMARY OF CONSULATE'S PROJECT. POWERS INDICATED ASSOCIATION UNCLASSIFIED

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WOULD COOPERATE CONTACTING MEMBERS TO DETERMINE IF APPROPRIATE

INDUSTRY SPECIALIST TRAVELING IN AREA EARLY MAY OR IF SUCH A PERSON MIGHT BE ABLE ADJUST SCHEDULED TRAVEL TO COINCIDE WITH PLANNED EVENT. CONSULATE SHOULD PROVIDE ADDITIONAL DETAILS, INCLUDING LISTING OF COMPANIES TO BE REPRESENTED, DIRECTLY TO THE ASSOCIATION, WITH A COPY TO OIM/LAD ROOM 4036. EXPERIENCE INDICATES PRESENCE OF INDUSTRY SPECIALIST IS CONSIDERED ESSENTIAL AT SUBJECT DISPLAY. IF EXPERT NOT AVAILABLE THROUGH THE ASSOCIATION, POST MAY WISH INQUIRE AS TO AVAILABILITY OF APPROPRIATE IN-COUNTRY EXPERT.

3. FOR FUTURE PLANNING PURPOSES, CONSULATE SHOULD RECOGNIZE OIM PREFERS POSTS DO NOT ORGANIZE CATALOT EXHIBITIONS BY CONTACTING U.S. COMPANIES/ASSOCIATIONS DIRECT. THIS CONFLICTS WITH USDOC FORMALIZED CATALOG EXHIBIT PROGRAM, WHICH INCLUDES FINANCIAL CONTRIBUTIONS BY PARTICIPATNS, PLUS SPONSORSHIP OF INDUSTRY TECHNICAL REPRESENTATIVE AT EXHBITION. OIM DOES NOT REPEAT NOT OBJECT TO SMALL EQUIPMENT/LITERATURE DISPLAYS UTILIZING LOCAL RSOURCES. MAW

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